INTISARI

Penelitian ini bertujuan untuk (1) memvisualisasi jalur distribusi minyak goreng kemasan dan curah di Kabupaten Sleman, (2) menganalisis jalur distribusi minyak goreng kemasan dan curah efisien di Pasar Prambanan, Tempel, dan Gamping, (3) menganalisis pengaruh jalur distribusi Pasar Prambanan, Tempel, dan Gamping terhadap fluktuasi harga minyak goreg di Kabupaten Sleman. Penelitian ini berbasis pada data primer, data sekunder, dan studi literatur yang bersumber dari wawancara, DPKP DIY, dan jurnal. Alat analisis yang digunakan adalah visualisasi jalur, *Data Envelopment Analysis*, dan koefisien korelasi.

Hasilnya, 37 jalur distribusi minyak goreng kemasan dan curah di Kabupaten Sleman di antaranya 8 jalur distribusi minyak goreng kemasan dan curah di Pasar Prambanan, 4 jalur distribusi minyak goreng kemasan di Pasar Tempel, dan 6 jalur distribusi minyak goreng kemasan dan curah di Pasar Gamping. Jalur distribusi minyak goreng kemasan dan curah yang paling efisien untuk masing-masing pasar yaitu produsen-distributor-pedagang pasar-*end user*. Pasar yang jalur distribusi minyak goreng paling efisien yaitu Pasar Prambanan tahun 2020-2021 dan Pasar Gamping tahun 2022-2023. Hasil uji korelasi menunjukkan bahwa jalur distribusi minyak goreng kemasan dan curah yang berpengaruh pada fluktuasi harga yaitu jalur distribusi minyak goreng curah di Pasar Prambanan tahun 2023, Pasar Gamping tahun 2022, dan jalur distribusi minyak goreng kemasan di Pasar Tempel tahun 2020.

Kata kunci: Jalur Distribusi, Efisiensi *Data Envelopment Analysis*, Pasar Prambanan, Pasar Tempel, Pasar Gamping.

ABSTRACT

This research aims to (1) visualize the distribution channels for packaged and bulk cooking oil in Sleman Regency, (2) analyze the efficient distribution channels for packaged and bulk cooking oil at Prambanan, Tempel and Gamping markets, (3) analyze the influence of distribution channels at Prambanan Market, Tempel, and Gamping against fluctuations in the price of cooking oil in Sleman Regency. This research is based on primary data, secondary data, and literature studies sourced from interviews, DIY DPKP, and journals. The analytical tools used are path visualization, Data Envelopment Analysis, and correlation coefficient.

As a result, there are 37 distribution lines for packaged and bulk cooking oil in Sleman Regency, including 8 distribution lines for packaged and bulk cooking oil at Prambanan Market, 4 distribution lines for packaged cooking oil at Tempel Market, and 6 distribution lines for packaged and bulk cooking oil at Gamping Market. The most efficient distribution channels for packaged and bulk cooking oil for each market are producers-distributors-market traders-end users. The markets with the most efficient distribution channels for cooking oil are Prambanan Market in 2020-2021 and Gamping Market in 2022-2023. The results of the correlation test show that the distribution channels for packaged and bulk cooking oil that influence price fluctuations are the distribution channels for bulk cooking oil at Prambanan Market in 2023, Gamping Market in 2022, and the distribution route for packaged cooking oil at Tempel Market in 2020.

Keywords: Distribution Channels, Data Envelopment Analysis Efficiency, Prambanan Market, Paste Market, Gamping Market.